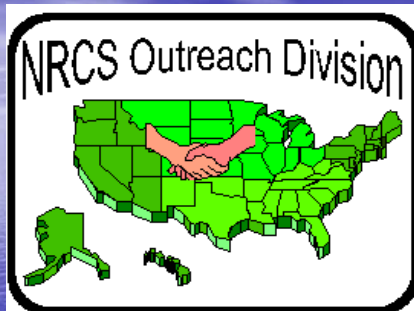


"If you do not know from
whence you came . . .
How do you know where you are
going?"

OUTREACH

WHAT IT IS - AND WHAT IT IS
NOT!

NCRC Meeting
Wichita, KS
August 11, 2005



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MISSION

The **Mission** of the NRCS Outreach Division is to provide leadership to ensure that all programs and services are made accessible to all NRCS customers, fairly and equitably, with emphasis on reaching the "underserved."



VISION

Reaching out to the
"underserved" communities
through partnerships resulting in
trust and full participation in all
NRCS programs.



Hugh Hammond Bennett



Outreach Project



Sequence of Outreach Events

- Program Outreach ("in name") began in late 70's – early 80's.
- Creation of LRF list file, with emphasis on women and minority farmers.
- Black farmers march on Washington – 90's
- Civil Rights Action Team (CRAT) report
- Civil Rights Implementation Team (CRIT) report
- 2002 Farm Bill

WHAT IS OUTREACH



WEBSTER defines OUTREACH as:



- An organized effort to extend services beyond usual limits, as to particular segments of a community.



NRCS OUTREACH DIVISION DEFINES OUTREACH AS

a way of conducting business to ensure that the **"underserved"** individuals and groups throughout the United States and its territories are made aware of, understand and have a working knowledge of USDA programs and services. Outreach will ensure that these programs and services are equitable and made accessible to all.



WHO ARE UNDERSERVED CUSTOMERS?

INDIVIDUALS AND GROUPS WHO HAVE NOT PARTICIPATED IN OR HAVE RECEIVED LIMITED BENEFITS FROM USDA OR NRCS PROGRAMS(i.e., Limited Resource Producers, Small Farmers/Ranchers, Minority Groups, and Women)

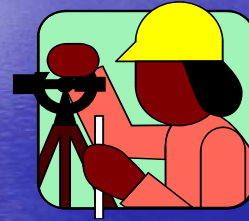


UNDERSERVED NONFARMERS INCLUDE:

- MEMBERS OF RELIGIOUS AND ETHNIC GROUPS
- RURAL COMMUNITIES
- URBAN COMMUNITIES



OUTREACH IS THE WAY WE DO
BUSINESS WITH OUR
CUSTOMERS.



WHAT IS THE DIFFERENCE BETWEEN

OUTREACH

AND

CIVIL RIGHTS?



OUTREACH IS NOT

A MINORITY PROGRAM

A NEW OR SEPARATE PROGRAM

A **CIVIL RIGHTS** PROGRAM



CIVIL RIGHTS HAS TO DO
WITH THE STATUTES THAT
PERTAIN TO *EMPLOYMENT*
(TITLE VII) AND *PROGRAM*
DELIVERY (TITLE VI)



Civil Rights \neq Outreach



Outreach is the
Process



Civil Rights is the Goal

Outreach Programs

--Beneficial to SEPM's--

- 1890 Scholars Program
- Public Service Leaders Scholars Program
- Asian Pacific Islander Scholars Program (Pilot)
- Tribal Scholars Program (Pilot)
- NEDC Outreach Training Course

PART 1

Q1: WHAT IS THE DIFFERENCE BETWEEN OUTREACH AND PROGRAM DELIVERY?

1. Program delivery is making sure that our programs are delivered to all customers in an equitable and timely manner.
2. Program delivery is a statutorily established program (assistance)
3. Program delivery is delivering services to meet needs to the extent of our abilities and resources
4. Outreach is the communication process whereby all people are made aware of federal programs within and outside of the agency as well as delivering services to all customers and potential customers based on their needs.
5. Outreach is a process

Q2: WHAT SHOULD BE THE GAME PLAN WHEN WE LEAVE HERE TO GET THIS MESSAGE TO FIELD STAFF?

1. Partnership effort
2. Leadership buy-in and written policy (we now have a national policy on outreach)
3. Help field staff to understand the definition of outreach and program delivery
4. Help field staff identify specific needs of county

Q2: WHAT SHOULD BE THE GAME PLAN CONT'D?

1. Local buy-in - Training on the local level, given the tools and inspiration to do the job (attitude change!!)
2. FOLLOWUP, FOLLOWUP, FOLLOWUP!!!!
3. OUTREACH TAKES COURAGE
4. TRAINING

PART 2

Q1: WHAT STRATEGIES DO WE USE TO DELIVER OUTREACH?

1. Use census information
2. University assessments of the community
3. Social Service agency
4. Town Hall meetings to get involvement in the process
5. Finding key contact and develop trust with the individual
6. Deliver quality services

Q1: WHAT STRATEGIES DO WE USE Cont'd

1. Coordinate with other agencies on nontraditional NRCS concerns
2. Participate in cultural and community functions, (i.e. street festivals)
3. Assist in nontraditional opportunities that are mission related (i.e. green space development)
4. Provide training/presentations for urban settings

Q2: WHO DO WE INVOLVE?

1. **Involve Churches**
2. Neighborhood Organizations
3. Units of Governments
4. Charitable Organizations
5. **Key Community Individuals**
6. University Interns or Volunteers
7. Sister agencies - related agencies
8. Tribes and Tribal Councils
9. **Our Employees**

PART 3

Q1: WHAT DO WE DO WHEN LOCAL PEOPLE, DURING A LOCALLY LED PLANNING PROCESS, DON'T WANT TO INCLUDE CERTAIN GROUPS?

1. Include all groups in the announcement of meeting
2. Locally led should be identifying and addressing resource concerns of all groups
3. Provide basic training to employees and leaders of the locally led process in order to facilitate meetings with diverse groups.
4. Review MOU/CR laws as required annually
5. **Add diversity to district boards and USDA staff**

Q2: HOW CAN WE ADDRESS CONCERNS OF FIELD STAFF – OUTREACH MEANS GIVING SPECIAL TREATMENT TO CERTAIN GROUPS?

1. As federal employees we have **responsibility for providing EQUITY of service to all customers**
2. Provide basic training to all employees on what Outreach truly means (Use Outreach Coordinators)
3. Expand training opportunities to the Partnership (should be a USDA initiative!!)
4. **Assess who we are serving now, and who we are not currently serving**
5. **Include underserved customers in ongoing program delivery**
6. Have available quality reports (i.e. Ag. and non-ag parity report)

PART 4

WHERE DO WE WANT TO BE IN OUTREACH BY THE YEAR 2010?

1. Clear definition of Outreach
2. Understanding of outreach by all employees and their responsibilities
3. Written strategy to achieve goals
4. All stakeholders at the table by year 2010
5. **All underserved customers identified**
6. **Make outreach an integral part of NRCS programs and services**
7. Develop means of measuring accomplishments

PART 4

Q1: WHERE DO WE WANT TO BE Cont'd

1. Be consistent throughout the agency in providing services
2. **Continue to increase participation on boards/committees (i.e., rc&d, state tech comm., swcd's, etc.) from representatives of underserved groups on all level**
3. **Every state technical committee reflect diversity of state (population)**
4. Remove policy barriers in programs that reduce participation of underserved
5. Eliminate bureaucratic burden so that outreach creativity can be obtained
6. Extend sign-ups or continuous sign-up for all programs

PART4:

2: HOW DO WE GET THERE?

1. Improved communication
2. More flexible programs
3. Market NRCS
4. Hold Managers accountable
5. Educate/inform through traditional/non-traditional sources
6. Primetime information advertising

Outreach Training

As part of the Chief's Initiative, a new National Outreach Training Course will be rolled out sometime in this Fall through the National Employee Development Center.

The training will be a combination of web-based and classroom style and will cover such topics as:

How to use self and community assessment tools

Demographics, & Marketing

Capacity Building, & Evaluations

Benefits of Partnerships, & Success Stories

How to identify diverse community groups and individuals, and different communication styles.

The course will also provide hands-on training in community assessment (i.e., inventory and evaluation of community resources)

Introduction

In this course, we will establish an understanding of the building blocks needed to ensure the effective delivery of USDA/NRCS programs and services to all groups and individuals through outreach efforts.

THE GAME PLAN

1. Partnership effort
2. Leadership buy-in
3. Help field staff to understand the definition of outreach and program delivery
4. FOLLOWUP, FOLLOWUP, FOLLOWUP!
5. TRAINING and more TRAINING!

THE GAME PLAN

COURAGE!!!

"BECAUSE WE HAVE THIS PERCEPTION THAT OUTREACH IS HARD TO DO"

NEW ADDRESS



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